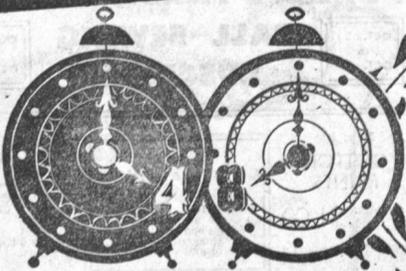


**2nd BIG WEEK!** *Von's timely...*



# 48<sup>th</sup> Anniversary SALE

This is the Second Big Week of VON'S 48th Anniversary Celebration. This week-end, we're offering you more and bigger values. Do ALL your Grocery Shopping at VON'S and SAVE!

*Serving Los Angeles since 1906*

OLD MANOR  
**COFFEE**  
1 LB. CAN 89¢ 2 LB. CAN 175¢



**RATH BLACK HAWK**  
EASTERN SUGAR CURED—HICKORY SMOKED—SHORT SHANK

**Ham Sale**  
WHOLE HAM 51¢  
14 TO 16 POUND AVERAGE

SHANK END 45¢ 5 TO 6 LBS.  
BUTT END 55¢ 4 TO 5 LBS.  
CENTER SLICES 98¢ TO FRY OR BAKE

All Von's Meats are GUARANTEED To Give You Complete Satisfaction

U. S. GOV'T. GRADED 'CHOICE' GENUINE MILK FED  
**LAMB CHOPS**  
RIB CUTS OR LARGE LOIN 79¢

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF  
**BEEF ROASTS**  
BONE IN RUMP 59¢ BONELESS RUMP 69¢ BONELESS SHOULDER 59¢

VON'S TABLE KING—EXTRA FANCY—OVEN READY  
**TOM TURKEYS** 18 TO 22 POUNDS 45¢

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF  
SWISS ROUND, BONE IN GROUND ROUND  
**STEAKS** 59¢  
BONELESS ROUND STEAK 69¢ LB.

SERVE LIVER and BACON!  
SLICED—CHOICE BEEF LIVER 45¢  
RATH BLACK HAWK—GRADE A SLICED BACON 63¢

FRESH FILLETS OCEAN PERCH 29¢ RED CHINOOK SALMON STEAKS 49¢

**BIG BIRDS EYE SALE**  
BABY OR FORDHOOK LIMA BEANS 12 OZ. PKG. 19¢  
CUT STRINGLESS GREEN BEANS 10 OZ. PKG. 15¢  
CUT BANTAM CORN 2 10 OZ. PKGS. 27¢  
CHOPPED SPINACH, MIXED VEGETABLES OR GREEN PEAS 2 10 OZ. PKGS. 29¢

DUNDEE—LARGE—STRICTLY FRESH  
**GRADE AA EGGS** DOZ. IN CTN. 48¢  
CHICKEN OF THE SEA TUNA GREEN LABEL CHUNK STYLE NO. 1/2 CAN 29¢  
DOLE—SLICED HAWAIIAN PINEAPPLE NO. 1 1/4 CAN 19¢  
COUNTY FAIR—SLICED OR HALVES CLING PEACHES NO. 2 1/2 CAN 19¢  
COUNTY FAIR TOMATOES 4 NO. 2 1/2 CANS 48¢

VON'S—REALLY FRESH  
**MAYONNAISE** QUART JAR 48¢  
ADDS ZEST TO ANY MEAL  
**HEINZ KETCHUP** 14 OZ. BTL. 19¢  
FOR SALADS OR COOKING  
**WESSON OIL** QUART BOTTLE 59¢  
JERSEYMAID—GRADE AA—FIRST QUALITY  
**FRESH BUTTER** 1 LB. CTN. 59¢  
HUNT'S UNPEELED WHOLE  
**APRICOTS** 2 NO. 2 1/2 CANS 48¢

FOR QUICK EASY MEALS  
HORMEL—PLAIN Chili Con Carne 16 OZ. CAN 35¢  
HORMEL Chopped Beef 12 OZ. CAN 37¢  
HEINZ VEGETARIAN WITH TOMATO SAUCE Baked Beans 2 16 OZ. CANS 27¢  
SWANSON Boned Turkey 5 OZ. CAN 29¢  
SWANSON Boned Chicken 5 OZ. CAN 35¢  
SWANSON—BONELESS Chicken Fricassee 14 OZ. CAN 39¢

HOUSEHOLD NEEDS  
With Bleach—Giant Cans—2 for 35¢  
Bab-O Cleanser 2 REG. CANS 25¢  
BON AMI Glass Gloss PINT CAN 33¢  
WATER SOFTENER Rain Drops 24 OZ. PKG. 24¢ 3 1/2 LB. PKG. 45¢  
ARGO Gloss Starch 12 OZ. PKG. 11¢  
HEAVY DUTY DETERGENT Surf LARGE PKG. 29¢ GIANT PKG. 58¢  
PLASTIC SCOURING PAD FREE WITH EACH PKG.

RED VELVET  
**YAMS** BEST WITH HAM  
2 LBS. FOR 15¢  
SWEET, JUICY, FLORIDA INDIAN RIVER  
**GRAPEFRUIT** RUBY RED OR WHITE  
2 LBS. FOR 15¢

NEW HOWDY DOODY PACKAGE  
**CARROTS** PACKED WITH POWER  
PKG. 5¢  
NEW CROP  
**DATES** RICH IN FLAVOR  
1 LB. PKG. 19¢

Van de Kamp's Specials October 21, 22, 23

Race Track COFFEE CAKE... 23¢ ea. (29¢ value)

4-Layer Chocolate Butter Cream SPONGE CAKE 89¢ ea. (Reg. 98¢ ea.) 45¢ half

Van de Kamp's BAKERIES—COFFEE SHOPS

GRADE AA—FIRST QUALITY CHALLENGE BUTTER 1 LB. CTN. 67¢  
GRADE A—FIRST QUALITY BROOKFIELD BUTTER 1 LB. CTN. 66¢  
C. & H. BROWN SUGAR 1 LB. PKG. 10¢  
SHORTENING SPRY AUNT JENNY COOK BOOK FREE WITH EACH CAN 3 LB. CAN 75¢  
SUNSHINE KRISPY CRACKERS 1 LB. PKG. 25¢  
FROM OLD VERMONT HIGHLAND SYRUP 12 OZ. JAR 31¢  
ADOLPH'S MEAT TENDERIZER 4 OZ. JAR 49¢  
SOFTER THAN EVER NORTHERN TISSUE 3 ROLLS FOR 25¢  
COMPLETE MACARONI AND CHEESE DISH KRAFT DINNER PER PKG. 16¢  
VICTOR SHRIMP SMALL SIZE 4 1/2 OZ. CAN 35¢ LARGE SIZE 5 OZ. CAN 49¢

For Halloween Treats  
WAXTEX sandwich bags PKG. OF 30 10¢ PKG. OF 75 23¢  
ALL FLAVORS RED HEART DOG FOOD 3 TALL CANS 41¢  
HEINZ BABY FOOD Strained Junior 6 5 OZ. JARS 57¢ 6 8 OZ. JARS 86¢

RATH'S—EASTERN—SLICED THURINGER WITH THAT REAL SMOKED FLAVOR 69¢  
SWIFT'S PREMIUM—ALL BEEF SLICED OR IN THE PIECE 45¢  
COW BRAND—FROM SWITZERLAND GRUYERE CHEESE 6 PORTION BOX 49¢  
FINEST QUALITY GLACE FRUITS FRUIT CAKE MIX 1 LB. PLASTIC JAR 45¢  
VON'S—FOR A BETTER DRESSED SALAD BLEU CHEESE DRESSING PT. JAR 59¢

MUM MIST SPRAY DEODORANT MED. SIZE PLASTIC BOTTLE 59¢  
SAL HEPATICA A GENTLE, SPEEDY ANTACID LAXATIVE SMALL SIZE 35¢  
BUFFERIN WORKS TWICE AS FAST AS ASPIRIN BOTTLE OF 36 TABLETS 53¢

**VON'S**  
PRICES EFFECTIVE THURS., FRI., SAT., SUN., OCTOBER 21-22-23-24  
PHONE WEBSTER 3-8311 FOR YOUR NEAREST VON'S MARKET

REMEMBER IT'S VON'S FOR VALUES!

1260 W. REDONDO BEACH BLVD. AT NORMANDIE  
— WE GLADLY CASH PAY CHECKS —